

I Love CATS

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2006 Editorial Calendar

January-February



Theme: Your Healthy Cat: Ways to improve the health of your cat for the coming year.

Additional Product story on the newest and best cat furniture, scratching posts, cat beds and the like. **PR and .jpeg images on a CD by Sept. 1, 2005.**

March-April



Theme: Focus on Kittens and what their owners can provide for their well being that will ensure a happy, healthy and long life.

Additional product story about unusual cat dishes, waterers, etc. **Send sample, PR and .jpeg images on a CD by Dec. 1, 2005 for consideration.**

Kitten products – food, litter, cleaning products, deodorizing, grooming stuff. **Send sample, image on a CD and PR by Oct. 1, 2005.**

May-June



Theme: Your adult and older cat. Things change once your kitten reaches cat hood and his or her older years. What cat owners can do after the kitten hood days to ensure a happy, health and long life.

Cat-related novelties for pets and humans: Jewelry, T-Shirts, coffee mugs, etc., accessories for humans with cat themes. **Send sample, .jpeg image on CD and PR by Feb. 1, 2006.**

July-August



Theme: Focus on shorthaired cats. A look at shorthairs (as well as hairless and curly haired cats) from both the mixed breed and purebred standpoint. What makes shorthaired cats the pet of choice for some people.

Additional product stories about collectibles from plates to stuffed animals to stamps to art work.

Send sample, .jpeg image on CD and PR by April 1, 2006.

September-October



Theme: Focus on longhaired cats. A look at all the longhaired purebred and mixed breed cats and what makes them the pet of choice for some people.

Additional product story about cat toys.

Send sample, CD with .jpeg image and PR by June 1, 2006.

November-December



Theme: Focus on the people and organizations that help homeless kitties from the feral groups to the rescue groups to special individuals.

Additional product stories: The Best of the Best Gift Guide for Holiday Shopping.

Send samples, CD with .Jpegs and PR by Aug. 1, 2006.



In Every Issue: In addition to these special themes and related stories, *I Love Cats* will continue to include its popular essay and photo contests with corporate sponsors in addition to cash prizes.

The Cats in the News photo section, book reviews and View from the Hill, the most popular column in the magazine, will continue.

Both holistic and mainstream health care issues will be covered as well as a page that includes the latest advances in cat health care, including new products.

According to our 2005 reader survey, not only do *I Love Cats*' subscribers love to read about the new products and books reviewed in *I Love Cats*, but also they like to buy them. Close to 75 percent of the respondents said they had purchased products featured in *I Love Cats*.

